

A Page Devoted to the Automobile Industry

AUTO INDUSTRY ON SOUND BASIS

President J. Walter Drake, of the Hupp Motor Car Company, gave out the following statement relative to the 1914 outlook for the automobile industry:

I believe that the innate strength of the future of the automobile industry lies in the fact that the motor car has so thoroughly entered into every phase of our lives as an object of utility.

The term, "pleasure car," perhaps at first appropriately used, has come to be a misnomer. Those who have used cars find them so essential and so advantageous to their daily pursuits that they willingly make almost any sacrifice in order to keep them. To those who have not owned cars these advantages have become so obvious that they, too, are led by keen incentive to become motor car owners. In a word, the popular desire and demand is strong, healthy and constant.

The bulk of the automobiles produced in the future will be manufactured by companies well financed and of conservative management—companies such as those whose combined efforts have already placed the manufacture of automobiles in the front rank of the world's industries.

The production for 1914 has been based upon a demand thoroughly indicated by the well established manufacturers. Their trained experts have carefully tested and weighed conditions on the same basis that estimates of like nature are made in other industries. From these well-considered estimates I believe we can reasonably expect that the volume of business for the coming year will be a substantial and healthy increase for the manufacturers coming under the above classification.

It is not to be wondered at that because of its youth and prodigious growth there should have been among the hundreds of automobile companies that have come into the industry during the past few years a few that have not been built upon the solid foundation of conservative business.

It is not at all unreasonable that during the past six months, with the general unrest in the business world, some of these companies should have succumbed to disaster. That was inevitable through insufficient preparation and incompetent management.

Because of its tremendously sudden development the automobile industry has naturally been under the strictest scrutiny and its constantly increasing growth has created suspicion among people as to the soundness of its future.

As a matter of fact, it is safe to assert that the automobile business is conducted upon just as sound principles of business as is that of any other great industry. It is true that the recent failures of a few companies have caused undue alarm on the part of people who have been unreasonably suspicious of the whole industry and who were not sufficiently acquainted with its character so as to be able to pass sound judgment on the subject.

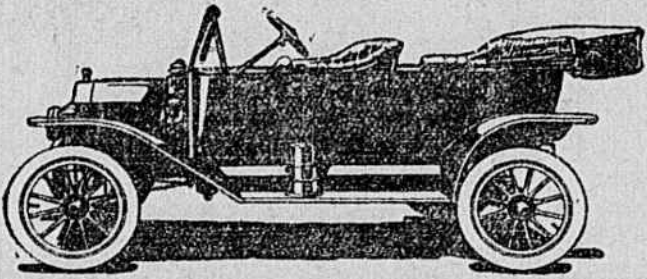
During the past six months, while the business world has been waiting and speculating on the effect of the



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Model T
Touring Car \$550
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WAVERLEY EXHIBIT AT NEW YORK SHOW

French Taste in Furnishings and
French Auto Engineering
Feature the Display.

The Waverley exhibit at the New York show, now in progress, includes four cars:
Silent Waverley Limousine-Five.
Silent Waverley Four-Door Brougham.
Silent Waverley Front and Rear Drive-Four.
Silent Waverley Georgian Brougham.

In two important features this exhibit shows the latest French practice in automobile engineering.

Official headquarters T. C. A. and A. A. A.

The largest and best equipped in the South.

Blue Ribbon Garage

1217-1223 West Broad Street.

Madison 1106-1107.

hibit denotes an advance upon anything shown this year by American manufacturers, and may be said to represent the latest French taste in furnishings and French practice in automobile engineering.

The Waverley Four-Door Brougham, first introduced a year ago, is the special attraction of the New York show. It resembles nothing so much as the corner of a woman's drawing-room or boudoir.

Other Waverley cars to be shown in New York are the Limousine-Five, Front and Rear Drive Four and Georgian Brougham—all beautiful examples of superior coach building.

Next to the Four-Door Brougham the Front and Rear Drive Four is the car that shows most innovations in design and equipment. Suggesting the stream-line idea in body-building that originated in Germany, this car has distinction in every line, while avoiding all extreme tendencies.

The introduction of the dual control and steering mechanism is certain to make this car popular with many buyers.

Waverley representatives at the show include W. B. Cooley, president; H. H. Rice, general manager; W. C. Johnson, secretary; Roy A. Potts, sales manager; P. W. Elmer, F. S. Rogers and C. W. Long, salesmen.

Veteran of the Road.
After covering more than 75,000 miles during the last four years, a Studebaker car is now carrying Clyde Selts and family, of Anderson, Ind., from their home to Miami, Fla. This is the second round trip this car has made over this course.



The rantings and the yawp of the demagogue are often mistaken by the uninformed for patriotism and love for the "dear people."

Superlatives, shallow "talking points," fads, fallacies and imaginary virtues concerning various articles of merchandise, automobiles included, are used to becloud the mind and to divert the attention of the buyer from the real essentials.

The real test of an automobile is what it actually is and what it actually does—not simply what its maker or their salesman "claim" for it, claims which are often not borne out by the facts.

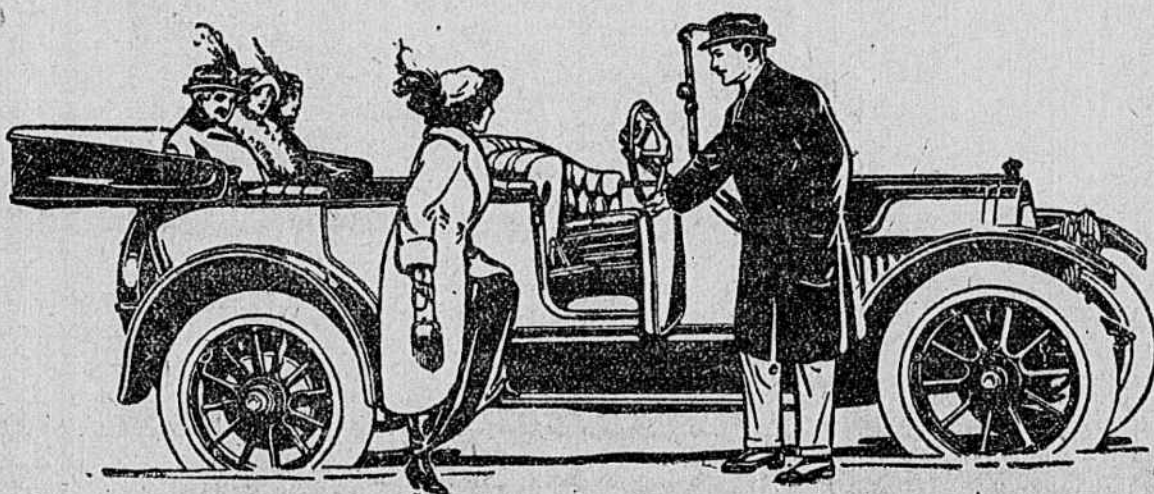
We make claims for the Cadillac—the car which is produced and is to-day being bought in greater numbers than any two—and probably any three—other high grade cars in the world.

These claims are based on what has been substantiated for years, and what can be and is being substantiated every day.

The Cadillac has for years led the procession in motor car development and motor car progress.

It has never resorted to subterfuges and expedients for temporary advantage, at the expense of the buyer.

It has furnished to the motor buying public only that which was known to be right, and that which it knew would afford constant and enduring service and satisfaction.



Five-Passenger Car, \$1,975
Seven-Passenger Car, \$2,075
Four-Passenger Phaeton, \$1,075
Roadster, \$1,075
Seven-Passenger Limousine, \$3,250
Inside Drive Limousine, \$2,800
Landaulet Coupe, \$2,500
Prices are F. O. B. Detroit, including full equipment

THE JONES MOTOR CAR CO., Inc.

Allen Avenue and Broad.

Monroe 463.

REO MOTOR CAR COMPANY to Sell REO the Fifth Direct to Trade

Absorb R. M. OWEN & COMPANY, which did a \$65,000,000 business in REO Automobiles during past five years

An event fraught with significance to the automobile business is contained in an announcement just made by R. E. Olds of an arrangement recently consummated, whereby the Reo Motor Car Company will eliminate the selling agency of R. M. Owen & Company, while at the same time it will absorb the entire sales agency of that Company, with the exception of R. M. Owen, who retires from it to devote his attention to other interests.

The hundreds of dealers throughout this country and abroad, who are now handling REO the Fifth, will be gratified to know that the sales work will continue to be directed, as in the past, by R. C. Rueschaw, who will retain the efficient organization he has developed.

The purpose of this change was to eliminate the middleman or jobber, permitting the producing end of the business to deal direct with the dealer, thereby developing to the utmost the efficiency of the organization as a whole and permitting increased value to be given the consumer.

This move is along the lines of concentration that is to be followed by the Reo Motor Car Company, aimed to bring the dealer and, consequently the ultimate purchaser, into closer touch with the Factory—a thing that has been desired by all for a considerable time past.

During the period covered by the last five or six years, the REO has met with phenomenal success, because of the efficiency of the manufacturing organization, the value they put in their product and the capable manner in which it was marketed by the Sales Company. REO the Fifth is to-day one of the best known cars in the medium priced class and bears an enviable reputation. This, and its value to the trade, will be enhanced by the change that has taken place. The production of the Factory will be materially increased and value will be added to the car without increasing its cost to the consumer.

The change announced has been contemplated for some time in the past and, as a result, matters have been gradually adjusted so that now this step can be taken without, in any way, affecting the efficiency of either the manufacturing or sales organization, while increased confidence will be felt in both by the agency organization, which will naturally tend to improve the condition of the business.

Franklin-Fowlkes Motor Co.

Are REO Dealers for Richmond and Territory.

Salesroom and Service Station, No. 1649 West Broad Street

government policy and other complimentary matters that are looked upon as controlling factors of business.

These people have failed to realize that the automobile business—the prodigy of the twentieth century—is more than full grown, and more than well equipped to take its place among the first rank of the world's big industries. They have allowed minor troubles within the industry to alarm them needlessly, without seeking to ascertain whether the great body underneath was sound.

The United States has already taken great strides towards supplying the world with automobiles, and this foreign trade will increase during the year 1914. The automobiles are sold abroad upon competition and upon merits, as they are likewise sold in America. It is particularly true in the United States that the public is fairly educated on the merits of the car itself and ownership of an automobile is no longer considered an evidence of luxury, but its use has forced every man who can consider the purchase of an automobile of some price to feel that it is one of the few things to be considered in his scheme of existence.

always in commission. That is the big reason that many Fords are sold in countries where other American-made goods are little known and where the tendency of the country is to patronize European manufacturers. None of the manufacturers of the other side have solved the problem of service, and people who have cars made there are compelled to wait months for a part if accident occurs. Ford owners know that their cars will be out of commission but a few days at most. The export business of the Ford Company is being rapidly extended. While the Ford is well known in South America, the new branch at Buenos Aires is expected to still further build up the Ford business in that territory.

SMALL RADIATOR THERMOMETER USED

A noticeable addition to many of the cars this year is the adoption of a small radiator thermometer, which at all times acquaints the driver of the temperature of his radiator. This device is made up in the form of a handsome radiator cap emblem.

An instrument of this type is extremely logical, for it not only allows a driver to operate his car sufficiently

hot to obtain proper vaporization of the gasoline and the maximum mileage, but it also acts as a signal of danger from low radiator water, improper lubrication, broken fan-belt, etc., which are always liable to cause great damage to the motor.

Under general operating conditions, this device, which is called a motorometer, shows a normal operating tem-

perature, but should any emergency arise, the red indicating column rapidly mounts to the point marked "danger," thus avoiding any possibility of seized pistons, warped piston-rings or scored cylinders.

The motorometer is in use by all the great racing drivers, who were quick to appreciate the protection it offers to their cars.

Auto Supplies

Largest supply house south of New York. 10,000 feet floor space loaded down with everything worth while for the machine, use and comfort of the occupant of same. MOHAWK TIRES and TUBES. Best values ever offered in the South. A visit to our greatly enlarged store, permitting our sales force and mechanics to make suggestions and tell you the different whys, will be of great help and saving to you.

CHEMI COMPANY, Inc.

620 East Main and 22 South Seventh Street, Richmond.
723 Granby Street, Norfolk, Va.

FORD CAR BEATS THE CONSTITUTION

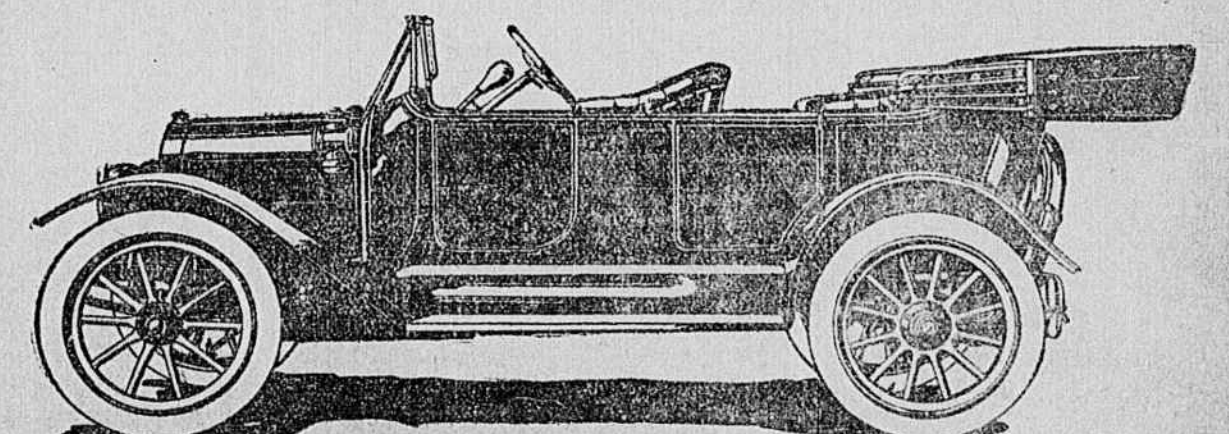
It Leads in Carrying Civilization
Into the Wild Places of
the World.

Detroit, Mich., January 3.—While the Constitution may follow the flag or the flag the Constitution, all depending on the viewpoint with reference to the foreign policy of these United States, the Ford Motor Company has beaten out both the flag and the Constitution in carrying civilization into the wild places of the world.

There is hardly a spot on the globe now where the Ford car is not known. It has penetrated the wilds of interior China, where the white man is still a rare curiosity. It has climbed the sides of the smoking hills of the Fiji Islands, covered the trackless interior of Australia, ploughed through the sands of the Sahara and through the jungles of Central Africa and the hills of South Africa. Of course every one knows how well known the Ford is in civilized lands.

The marvelous distribution of the little car has been accomplished through the perfect organization of the Ford Company. In addition to the mammoth parent plant at Detroit and the branch assembling houses in the various centers of the United States, there are big factories at Ford, Ont., where the cars are made for distribution in Canada and the other British Colonies, and at Manchester, Eng., and branches and service stations at Calgary, Saskatoon, Toronto, Vancouver, Winnipeg and Montreal, in Canada; Paris, Buenos Aires, Hamburg, Melbourne, big dealers in Osaka, Japan, St. Petersburg and Moscow, in Russia, and, in fact, in every city of importance in the world. And every one of these dealers is equipped to give service to Ford owners, just as are the agents in this country. They all must carry a stock of spare parts and be prepared to keep the Ford cars in their territory

Maxwell "25"



Maxwell "25"—4, \$750, Fully Equipped

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World To-day

Phone for Demonstration

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Richmond, Va.